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**Business Wire** Oct 20, 1999

**Iconomy.com and NewsReal Partner in Pioneering  
'Commerce-in-Content' Solution to Enable Increased Sales,  
Customer Retention.**

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Oct. 20, 1999--

Groundbreaking Automated Service Delivers Relevant Product Offers  
to Internet Customers Based on Context of What They're  
Reading on the Web

Iconomy.com, the leading provider of private-label Internet commerce solutions, today announced an agreement with NewsReal, Inc., which delivers intelligent commerce and content services, to deliver groundbreaking "commerce-in-content." Under this agreement, Iconomy.com will utilize its extensive vendor network and e-commerce technology to support NewsReal's launch of its automated Contextual eMerchandising(TM) technology.

NewsReal's Contextual eMerchandising is part of the company's total e-Customerization(TM) model which is based on putting the right product in front of the most likely purchaser at the right time. NewsReal's technology automatically and intelligently matches the context of the product offers to the content of the Web, thus embedding the most relevant product offers on each Web page. The relevancy of the product to the content provides purchasing incentive.

Iconomy's flexibility and expertise in electronic merchandising facilitates NewsReal's Contextual eMerchandising's ability to tailor solutions to each Web site, enhancing the individualized marketing opportunity. This new approach to e-commerce will more effectively convert a reading audience into a purchasing one by increasing the probability people will make a purchase. This revolutionary new e-commerce approach will drive new revenue for sites using the

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technology.

"We are thrilled about our alliance with Iconomy.com," says David Hoppmann, CEO of NewsReal. "With Iconomy's broad selection of products and expertise in effective private label online merchandising, NewsReal is able to offer a cutting-edge, high performance e-commerce solution to our partners while adding a new source of revenue for Web sites."

Iconomy's vendor network includes a diverse and extensive database of more than three million products appropriate to NewsReal's client roster, which includes AltaVista, CNNfn, Infoseek, Knight Ridder, MSNBC and ZDNet.

"From a branding perspective, what makes our partnership with Iconomy so valuable is our ability to offer transaction and fulfillment pages under our partner's brand," says Hoppmann. "Iconomy and NewsReal's private labeling solutions ensure that visitors will stay on a site. This is very different from a banner ad and other e-commerce solutions where buyers are taken away from your Web site the minute they click on the ad."

For example, if a partner site is offering an article on stock market trends or time management, NewsReal's Contextual eMerchandising engine would provide embedded images of a book, CD or software related to that subject, and make it available for immediate purchase without the user ever leaving the host site. By clicking on the product image, visitors can easily view product description and price, and immediately be presented with a buying opportunity--all under the partner's site brand.

This individualized context-based merchandising can produce substantially higher conversion rates, keep visitors on a site longer, and produce a new revenue source for NewsReal partner sites.

"We are excited about the opportunity to work with a company of NewsReal's caliber and unique capability," says Aaron Day, president and CEO of Iconomy.com. "Through this relationship, we are extending our reach to an exciting list of NewsReal partners and participating in a revolutionary new approach to e-commerce that will add a whole new revenue source for these partners."

#### About Iconomy

Headquartered in Cambridge, Mass., Iconomy.com ([www.iconomy.com](http://www.iconomy.com)) is the leading provider of complete, integrated Internet shopping solutions through an extensive vendor network and modular technology. Iconomy seamlessly integrates shopping environments into their clients' web site design to increase "site stickiness," a distinct advantage over banner advertising and affiliate programs in which users leave the original host site. The company has established relationships with more than 150 wholesale distributors, gained access to more than 3,500,000 products for the

buying public, and developed innovative shopping environments for major sites such as GeoCities, Embark.com, iGive and E-greetings.

#### About NewsReal

NewsReal Inc. is a privately held technology company founded by key executives in the successful spin-off of the Corporate Information Division (CID) of Infoseek Corporation and holds offices in Northern Virginia's high technology corridor and Silicon Valley. NewsReal is backed by Soros Fund Management, the investment management firm controlled by George Soros, with minority interests from Infoseek Corporation and CNNfn. NewsReal provides intelligent content and commerce technology solutions that individualize and improve the way Internet sites market their products and services to their customers. NewsReal employs a new model termed eCustomerization(TM) which focuses on putting the right product in front of the most likely buyers at the right time by dynamically matching relevant product offers to the buyers content interest, thus creating a new reason to purchase. NewsReal solutions can be found on more than 80 sites with marquee partners to include leading sites such as CNNfn, MSNBC, Alta Vista, Go Network and ZDNet. More information on NewsReal's eCustomerization can be found at <http://www.newsreal.com> or by calling 703/548-3300.

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